

ESTTA Tracking number: **ESTTA297453**

Filing date: **07/27/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Defendant's Notice of Reliance
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
Signature	/ Michael Dalton /
Date	07/27/2009
Attachments	RelianceTrademarkRecordCC.pdf ( 25 pages )(2797409 bytes )

TAB CC

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Honda Motor Co. LTD

Opposer

vs.

Michael Dalton

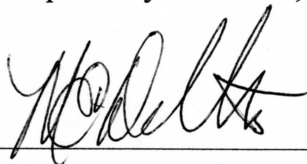
Applicant

Opposition No. 91173105

**Notice of Reliance**

Now comes, Michael Dalton, Defendant – Applicant, pursuant to Trademark Rule 37 CFR 2.122(e) and gives his notice of reliance on copies of an official record of the Patent and Trademark Office. The documents are exact copies of the official record archived in the TESS system of registered marks. The official record is relevant because it demonstrates that the term dealer has a history of becoming a registered mark and is not generic in nature.

Respectfully submitted,



Michael Dalton, Applicant pro se  
PO Box 18137  
670 Northland Blvd.  
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[DALTONME@hotmail.com](mailto:DALTONME@hotmail.com)



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# DEALERTRACKING

**Word Mark** DEALERTRACKING

**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: Newsletter for providing aggregated financial, credit, financing contract status, and dealer compensation and profit information from lenders to automobile dealers. FIRST USE: 20050400. FIRST USE IN COMMERCE: 20050400

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78701159

**Filing Date** August 26, 2005

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** May 23, 2006

**Registration Number** 3129522

**Registration Date** August 15, 2006

**Owner** (REGISTRANT) DealerTrack, Inc. CORPORATION DELAWARE 1111 Marcus Avenue Lake Success NEW YORK 11042

**Attorney of Record** Dana Breitman

**Prior Registrations** 2958917

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# RPM DealerDIRECT

<b>Word Mark</b>	RPM DEALERDIRECT
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Computer software for use by financial service firms and their representatives, featuring front office and back office software management, client/account management, portfolio management and other investment services practices, including regulatory compliance, commissions and settlements
	IC 042. US 100 101. G & S: Computer management consultancy; development of computer software for use by financial service firms and their representatives, featuring front office and back office software management, client/account management, portfolio management and other investment services practices, including regulatory compliance, commissions and settlements
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Trademark Search Facility Classification Code</b>	LETTER-3-OR-MORE RPM Combination of three or more letters as part of the mark
<b>Serial Number</b>	78956952
<b>Filing Date</b>	August 21, 2006
<b>Current Filing Basis</b>	44E
<b>Original Filing Basis</b>	1B;44D
<b>Published for Opposition</b>	June 3, 2008
<b>Registration Number</b>	3602557
<b>Registration Date</b>	April 7, 2009
<b>Owner</b>	(REGISTRANT) RPM Technologies Corporation CORPORATION CANADA 9th Floor Air Canada Centre 50 Bay Street Toronto Ontario CANADA M5J 2X3
<b>Attorney of Record</b>	Tan Pham
<b>Priority Date</b>	February 22, 2006
<b>Type of Mark</b>	TRADEMARK. SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### HARLEY-DAVIDSON DEALER EXCHANGE

**Word Mark** HARLEY-DAVIDSON **DEALER** EXCHANGE  
**Goods and Services** IC 035. US 100 101 102. G & S: On-line trading services in which seller posts items to be sold at a set price, or alternatively to be offered in an auction-style format where bidding is done electronically. FIRST USE: 20060101. FIRST USE IN COMMERCE: 20060101  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78808594  
**Filing Date** February 7, 2006  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** December 19, 2006  
**Registration Number** 3215275  
**Registration Date** March 6, 2007  
**Owner** (REGISTRANT) H-D MICHIGAN, INC. CORPORATION MICHIGAN 315 W. Huron, Suite 400 Ann Arbor MICHIGAN 48103  
(LAST LISTED OWNER) H-D MICHIGAN, LLC LIMITED LIABILITY COMPANY 315 W. HURON STREET SUITE 400 ANN ARBOR MICHIGAN 48103  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** M. Blair Gerdes  
**Prior Registrations** 0508160;0526750;1078871;AND OTHERS  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER EXCHANGE" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# TRADEDEALER

**Word Mark** TRADEDEALER

**Goods and Services** IC 036. US 100 101 102. G & S: financial services, namely, providing an electronic platform for trading, analyzing, distributing, and clearing of equity products, futures, options, foreign exchange, fixed income instruments and other securities. FIRST USE: 20040400. FIRST USE IN COMMERCE: 20040400

IC 042. US 100 101. G & S: Providing temporary use of non-downloadable software to facilitate the trading, analyzing, distributing, and clearing of equity products, futures, options, foreign exchange, fixed income instruments and other securities. FIRST USE: 20040400. FIRST USE IN COMMERCE: 20040400

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78753941

**Filing Date** November 15, 2005

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** January 23, 2007

**Registration Number** 3227054

**Registration Date** April 10, 2007

**Owner** (REGISTRANT) TradingScreen, Inc. CORPORATION DELAWARE 30 Irving Place, 4th Floor New York NEW YORK 10003

**Attorney of Record** Scott T. Beall

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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# DEALER FOCUS

### Word Mark

DEALER FOCUS

### Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: Newsletters in the field of motorcycle engines, parts, upgrades and dealerships services. FIRST USE: 20030131. FIRST USE IN COMMERCE: 20030131

### Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78646657

Filing Date June 8, 2005

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition February 21, 2006

Registration Number 3093174

Registration Date May 16, 2006

Owner (REGISTRANT) S&S Cycle, Inc. CORPORATION WISCONSIN 14025 County Highway G Viola WISCONSIN 54664

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Harold J. Milstein

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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DEALER REQUIREMENT

Word Mark	DEALER REQUIREMENT
Goods and Services	IC 035. US 100 101 102. G & S: Business consultation. FIRST USE: 20080801. FIRST USE IN COMMERCE: 20080801
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78815432
Filing Date	February 15, 2006
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	October 17, 2006
Registration Number	3525810
Registration Date	October 28, 2008
Owner	(REGISTRANT) McDuffy Group, Inc., The CORPORATION MASSACHUSETTS 191 Elm Street, Suite 10 Salisbury MASSACHUSETTS 01952
Attorney of Record	tim@autoventures.com
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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## AUTO DEALER PLATFORM

<b>Word Mark</b>	AUTO DEALER PLATFORM
<b>Goods and Services</b>	IC 036. US 100 101 102. G & S: Electronic debit transactions; electronic credit card transactions; and credit card transaction processing. FIRST USE: 20030616. FIRST USE IN COMMERCE: 20030616
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78746714
<b>Filing Date</b>	November 3, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Supplemental Register Date</b>	July 10, 2007
<b>Registration Number</b>	3281090
<b>Registration Date</b>	August 14, 2007
<b>Owner</b>	(REGISTRANT) TFHC, Inc., d/b/a Cardservice Auto Group CORPORATION CALIFORNIA 11952 Sky Lane North Tustin CALIFORNIA 92705
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	SUPPLEMENTAL
<b>Live/Dead Indicator</b>	LIVE

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# DEALER PRINCIPLES

<b>Word Mark</b>	DEALER PRINCIPLES
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Trade journals featuring automotive and motor vehicle dealership industry information. FIRST USE: 19990601. FIRST USE IN COMMERCE: 19990601
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78738438
<b>Filing Date</b>	October 21, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	April 3, 2007
<b>Registration Number</b>	3493932
<b>Registration Date</b>	August 26, 2008
<b>Owner</b>	(REGISTRANT) Jim Moran & Associates, Inc. CORPORATION FLORIDA 500 Jim Moran Blvd. Deerfield Beach FLORIDA 33442
<b>Attorney of Record</b>	David C. Gryce, Esq.
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# Dealer 500

### Word Mark

DEALER 500

### Goods and Services

IC 016. US 002 005 022 023 029 037 038 050. G & S: printed materials, namely, series of rankings and reports concerning the automotive industry that are sold and distributed separately. FIRST USE: 19871000. FIRST USE IN COMMERCE: 19871000

IC 035. US 100 101 102. G & S: providing business information on-line in the form of rankings and reports relating to the automotive industry. FIRST USE: 20001000. FIRST USE IN COMMERCE: 20001000

### Standard Characters Claimed

### Mark Drawing Code

(4) STANDARD CHARACTER MARK

### Trademark Search Facility Classification Code

NUM-26-UP 500 Other Numerals - 26 and Up

### Serial Number

78861813

### Filing Date

April 14, 2006

### Current Filing Basis

1A

### Original Filing Basis

1A

### Published for Opposition

April 1, 2008

### Registration Number

3449488

### Registration Date

June 17, 2008

### Owner

(REGISTRANT) PENTON BUSINESS MEDIA, INC. CORPORATION DELAWARE 249 WEST 17TH STREET, 4TH FLOOR NEW YORK NEW YORK 10011

### Assignment Recorded

ASSIGNMENT RECORDED

### Attorney of Record

Jordan A. LaVine

### Type of Mark

TRADEMARK. SERVICE MARK

### Register

PRINCIPAL-2(F)

### Live/Dead Indicator

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DEALER LOGIX

Word Mark	DEALER LOGIX
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer software for use in the marketing, promotion and sale of services, accessories, and financial and insurance products by automotive, motorcycle, marine, aviation and recreational vehicle dealerships, repair shops and accessory sellers. FIRST USE: 20070131. FIRST USE IN COMMERCE: 20070131
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78656502
Filing Date	June 22, 2005
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	October 24, 2006
Registration Number	3403079
Registration Date	March 25, 2008
Owner	(REGISTRANT) Dealer Technology Group, LLC Mark Brandon, USA LTD LIAB CO COLORADO 9077 S. White Pelican Way Littleton COLORADO 80126
Attorney of Record	Martin J. Barrack, Esq.
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Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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## EVO DEALER SOLUTIONS

**Word Mark** EVO DEALER SOLUTIONS  
**Goods and Services** IC 035. US 100 101 102. G & S: Dissemination of advertising for automobile dealers via the Internet; and association services, namely, promoting the interests of automobile dealers through search engine placement, analysis and reporting. FIRST USE: 20050825. FIRST USE IN COMMERCE: 20050825  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78939938  
**Filing Date** July 28, 2006  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** April 24, 2007  
**Registration Number** 3260768  
**Registration Date** July 10, 2007  
**Owner** (REGISTRANT) Evo Solutions, L.P. Evo Dealer Solutions, a Texas Limited Liability Company LIMITED PARTNERSHIP TEXAS P.O. Box 9477 Amarillo TEXAS 79105  
**Attorney of Record** Christian D. Stewart  
**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER SOLUTIONS" APART FROM THE MARK AS SHOWN  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# BIG TWIN DEALER

<b>Word Mark</b>	BIG TWIN DEALER
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Periodical publication, namely, magazine for motorcycle dealers, independent shop owners and custom bike builders. FIRST USE: 20060327. FIRST USE IN COMMERCE: 20060327
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78926901
<b>Filing Date</b>	July 11, 2006
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 16, 2007
<b>Registration Number</b>	3225198
<b>Registration Date</b>	April 3, 2007
<b>Owner</b>	(REGISTRANT) Advanstar Communications Inc. CORPORATION NEW YORK Sixth Floor 131 West First Street Duluth MINNESOTA 55802
<b>Attorney of Record</b>	Martha Markusen
<b>Prior Registrations</b>	2263202
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# Dealers First Financial

### Word Mark

### Goods and Services

### Standard Characters Claimed

### Mark Drawing Code

### Serial Number

### Filing Date

### Current Filing Basis

### Original Filing Basis

### Published for Opposition

### Registration Number

### Registration Date

### Owner

### Disclaimer

### Type of Mark

### Register

### Live/Dead Indicator

### DEALERS FIRST FINANCIAL

IC 036. US 100 101 102. G & S: Automotive financing. FIRST USE: 20000214. FIRST USE IN COMMERCE: 20000214

(4) STANDARD CHARACTER MARK

78850641

March 30, 2006

1A

1A

December 19, 2006

3215417

March 6, 2007

(REGISTRANT) Dealers First Financial, Inc. CORPORATION NORTH CAROLINA Suite 7 1270 Hendersonville Rd Asheville NORTH CAROLINA 28803

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE DEALERS and FINANCIAL APART FROM THE MARK AS SHOWN

SERVICE MARK

PRINCIPAL

LIVE

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# DIGITAL DEALER

<b>Word Mark</b>	DIGITAL DEALER
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Magazines featuring news, articles and opinions in the filed of motor vehicle dealerships. FIRST USE: 20060101. FIRST USE IN COMMERCE: 20060101
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78808683
<b>Filing Date</b>	February 7, 2006
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	October 3, 2006
<b>Registration Number</b>	3186936
<b>Registration Date</b>	December 19, 2006
<b>Owner</b>	(REGISTRANT) Horizon Communications, Inc. CORPORATION TENNESSEE 754 Armstrong Place Brentwood TENNESSEE 37027
<b>Attorney of Record</b>	Alan E. Korpady
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE DEALER APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# DEALER IDENTITY

<b>Word Mark</b>	DEALER IDENTITY
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Advertising agencies, namely, promoting the services of automobile dealers through the distribution of printed and audio promotional materials and by rendering sales promotion advice. FIRST USE: 20030915. FIRST USE IN COMMERCE: 20030915
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78796741
<b>Filing Date</b>	January 23, 2006
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 17, 2007
<b>Registration Number</b>	3257934
<b>Registration Date</b>	July 3, 2007
<b>Owner</b>	(REGISTRANT) Clew Data, LLC Carl Metz LTD LIAB CO PENNSYLVANIA 19 Westview Terrace Womelsdorf PENNSYLVANIA 19567
<b>Attorney of Record</b>	Richard O. Church
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "Dealer" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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# PREFERRED DEALER

**Word Mark** PREFERRED DEALER

**Goods and Services** IC 035. US 100 101 102. G & S: providing potential motor vehicle purchaser information to motor vehicle dealerships via the Internet; providing motor vehicle dealership information to potential motor vehicle purchasers via the Internet. FIRST USE: 20050412. FIRST USE IN COMMERCE: 20050412

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78755968

**Filing Date** November 17, 2005

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Supplemental Register Date** October 9, 2006

**Registration Number** 3203125

**Registration Date** January 23, 2007

**Owner** (REGISTRANT) Horizon Digital Finance, LLC LTD LIAB CO TEXAS Suite 209 5005 W. Royal Lane Irving TEXAS 75063

**Attorney of Record** Michael H. Baniak

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DEALER" APART FROM THE MARK AS SHOWN

**Type of Mark** SERVICE MARK

**Register** SUPPLEMENTAL

**Live/Dead Indicator** LIVE

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# DEALERVISION

**Word Mark** DEALERVISION  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Optical discs featuring customized promotional and online survey forms for motor vehicle dealerships. FIRST USE: 20060321. FIRST USE IN COMMERCE: 20060321  
**Standard Characters Claimed**  
**Mark Drawing Code** (4) STANDARD CHARACTER MARK  
**Serial Number** 78737007  
**Filing Date** October 20, 2005  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** July 4, 2006  
**Registration Number** 3277510  
**Registration Date** August 7, 2007  
**Owner** (REGISTRANT) Customer Followup, Inc. CORPORATION WASHINGTON 3702 South Fife Street, Suite K-PMB 172 Tacoma WASHINGTON 98409  
(LAST LISTED OWNER) DEALER VISION, LLC LTD LIAB CO CALIFORNIA 30318 ESPERANZA RANCHO SANTA MARGARITA CALIFORNIA 92688  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Dean A. Craine  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### DEALER SERVICE CORPORATION

#### Word Mark

#### Goods and Services

DEALER SERVICE CORPORATION

IC 035. US 100 101 102. G & S: Business organization and management consulting services. FIRST USE: 19830131. FIRST USE IN COMMERCE: 19830131

IC 041. US 100 101 107. G & S: Training services in the field of business organization and management. FIRST USE: 19830131. FIRST USE IN COMMERCE: 19830131

#### Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78667503

Filing Date July 11, 2005

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition March 21, 2006

Registration Number 3104038

Registration Date June 13, 2006

Owner (REGISTRANT) NCM Associates, Inc. CORPORATION MISSOURI 10551 Barkley Overland Park KANSAS 66212

Attorney of Record Kyle L. Elliott

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CORPORATION" APART FROM THE MARK AS SHOWN

Type of Mark SERVICE MARK

Register PRINCIPAL-2(F)

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# AutoDealer Plus

<b>Word Mark</b>	AUTODEALER PLUS
<b>Goods and Services</b>	IC 042. US 100 101. G & S: Temporary use on-line non-downloadable marketing software featuring business marketing tools for car dealers. FIRST USE: 19990101. FIRST USE IN COMMERCE: 20000101
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78662263
<b>Filing Date</b>	June 30, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	May 2, 2006
<b>Registration Number</b>	3120011
<b>Registration Date</b>	July 25, 2006
<b>Owner</b>	(REGISTRANT) AutoSoft NET CORPORATION CALIFORNIA P.O. Box 25308 Fresno CALIFORNIA 93729
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTODEALER" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### THE DEALER YOU CAN TRUST.

<b>Word Mark</b>	THE DEALER YOU CAN TRUST.
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: AUTOMOBILE DEALERSHIPS. FIRST USE: 19910000. FIRST USE IN COMMERCE: 19910000
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78615810
<b>Filing Date</b>	April 25, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 17, 2006
<b>Registration Number</b>	3079713
<b>Registration Date</b>	April 11, 2006
<b>Owner</b>	(REGISTRANT) CarCorp, Inc. CORPORATION OHIO 2900 Morse Road Columbus OHIO 43231
<b>Attorney of Record</b>	Deborah A. Wilcox
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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## DEALERSUITE

<b>Word Mark</b>	DEALERSUITE
<b>Goods and Services</b>	IC 042. US 100 101. G & S: Providing temporary use of online non-downloadable software for use in the automotive, marine, and recreational vehicle industries for organizing and managing customer data, automating vehicle reports, organizing and managing vehicle inventory, ordering parts and supplies, preparing and printing standard forms, administering payroll, and payroll tax preparation and payment. FIRST USE: 20000131. FIRST USE IN COMMERCE: 20000131
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78603723
<b>Filing Date</b>	April 7, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	January 3, 2006
<b>Registration Number</b>	3073546
<b>Registration Date</b>	March 28, 2006
<b>Owner</b>	(REGISTRANT) ADP, Inc. CORPORATION DELAWARE 1950 Hassell Road Hoffman Estates ILLINOIS 60195
<b>Attorney of Record</b>	Susan E. Hollander,
<b>Prior Registrations</b>	2594379;2911063
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL-2(F)
<b>Live/Dead Indicator</b>	LIVE

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## DEALER APPAREL

<b>Word Mark</b>	DEALER APPAREL
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: Mail-order catalog featuring automotive dealer clothing with custom embroidered logos. FIRST USE: 19901231. FIRST USE IN COMMERCE: 19901231
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78583183
<b>Filing Date</b>	March 8, 2005
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Supplemental Register Date</b>	March 27, 2006
<b>Registration Number</b>	3096979
<b>Registration Date</b>	May 23, 2006
<b>Owner</b>	(REGISTRANT) R. J. Roberts & Co. CORPORATION FLORIDA 1181 South Rogers Circle, Suite 10 Boca Raton FLORIDA 33487
<b>Attorney of Record</b>	John C. Smith
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	SUPPLEMENTAL
<b>Live/Dead Indicator</b>	LIVE

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**Greater Cleveland  
Automobile  
Dealers'  
Association**

<b>Word Mark</b>	GREATER CLEVELAND AUTOMOBILE <b>DEALERS'</b> ASSOCIATION
<b>Goods and Services</b>	IC 035. US 100 101 102. G & S: Providing information promoting the interests of motor vehicle dealerships. FIRST USE: 20000101. FIRST USE IN COMMERCE: 20000101
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78353638
<b>Filing Date</b>	January 19, 2004
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	November 1, 2005
<b>Registration Number</b>	3048706
<b>Registration Date</b>	January 24, 2006
<b>Owner</b>	(REGISTRANT) Greater Cleveland Automobile Dealers' Association CORPORATION OHIO 10100 Brecksville Rd. Brecksville OHIO 44141
<b>Attorney of Record</b>	Louis A. Vitantonio, Jr.
<b>Disclaimer</b>	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ASSOCIATION" APART FROM THE MARK AS SHOWN
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL-2(F)
<b>Live/Dead Indicator</b>	LIVE

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